

Message Text

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TO AMEMBASSY GUATEMALA
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INFO AMEMBASSY MEXICO

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E.O. 11652: N/A

TAGS: BEXP, GT, NU, PN, CS, ES, HO

SUBJECT: PROMOTION OF VISITS BY CENTRAL AMERICANS AND
PANAMANIAN TO U.S. TRADE CENTER IN MEXICO CITY

REFERENCE: STATE 186822

1. COMMERCE AND STATE ARE GRATIFIED TO NOTE ENCOURAGING
RESULTS RECENTLY OF ADDRESSEES' EFFORTS TO PROMOTE VISITS
BY RESPECTIVE HOST-COUNTRY BUYERS AND AGENTS TO EVENTS AT
U.S. TRADE CENTER (TC) IN MEXICO CITY. IN CONTRAST WITH
PREVIOUS USUAL TOTAL OF ZERO TO THREE CENTRAL AMERICAN/
PANAMANIAN VISITORS AT EACH TC EVENT, THERE WERE 15 SUCH
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VISITORS AT THE EXHIBITION IN MAY ON FOOD PROCESSING

EQUIPMENT, AND 11 AT THE EXHIBITION IN JUNE ON TELECOMMUNICATIONS EQUIPMENT.

2. SEVEN OF THE 15 CA/PANAMANIAN VISITORS AT THE MAY EXHIBITION WERE FROM NICARAGUA, AND NINE OF THE 11 AT THE JUNE EXHIBITION WERE FROM EL SALVADOR. WE CONSIDER SUCH SKEWING TO BE A NORMAL PHENOMENON, REFLECTING AS IT DOES THE SPECIAL INTEREST OF PARTICULAR COUNTRIES IN PARTICULAR THEMES. THE IMPORTANT POINT IS, WE BELIEVE, THAT THE RESPECTIVE EMBASSIES IN THOSE TWO COUNTRIES DETECTED THOSE SPECIAL INTERESTS AND WERE ABLE TO CAPITALIZE UPON THEM THROUGH COMMENDABLE ADVANCE PROMOTIONAL WORK WHICH PRODUCED THE UNPRECEDENTED TURNOUTS AT THE TC EVENTS.

3. EACH ADDRESSEE IS URGED TO REVIEW REFTTEL, WHICH REPORTS TC'S SCHEDULE OF FY 1976 PROMOTIONAL THEMES, AND TO GIVE HIGH PRIORITY TO PROMOTING ATTENDANCE AT EACH COMING TC EVENT (EXCEPT THOSE, IF ANY, WHICH THE POST BELIEVES WOULD BE OF VIRTUALLY NO INTEREST FOR THE RESPECTIVE COUNTRY'S BUYERS AND AGENTS). THE WASHINGTON ACTION STAFFS FOR THE SIX COUNTRIES AGREE THAT EACH ADDRESSEE SHOULD TAKE ACTIONS ALONG THESE LINES EVEN WHEN A TC EVENT'S THEME IS NOT EXPLICITLY GIVEN HIGH PRIORITY IN THE POST'S CURRENT COMMERCIAL ACTION PROGRAM (CAP). SALES AND REPRESENTATION AGREEMENTS RESULTING FROM TC EVENTS CAN OFTEN CONTRIBUTE APPRECIABLY TOWARDS MEETING EACH CAP'S FUNDAMENTAL GOAL OF INCREASING U.S. EXPORTS TO THE RESPECTIVE COUNTRY. KISSINGER

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